

**OFFICE OF THE COMMISSIONER OF INDUSTRIES**  
**GOVT. OF NATIONAL CAPITAL TERRITORY OF DELHI**  
**UDYOG SADAN, PLOT No.419, F.I.E., PATPARGANJ INDUSTRIAL ESTATE, DELHI-92**

No.HL-5(1)/2022-23/CI/ 964-66

Dated: 26-7-2022

To

The Director,  
Directorate of Information & Publicity,  
Government of N.C.T. of Delhi,  
Old Secretariat,  
Delhi.

Sub: **Press Advertisement for Financial Assistance as Marketing Incentive under National Handloom Development Programme (NHDP) for the year 2022-23.**

Sir,

- 1) Please find enclosed herewith 8 copies of Press Advertisement on the above noted subject with the request that the **said Advertisement may kindly be published preferably and promptly on 3<sup>rd</sup> page in Two Hindi, Two English, Two Urdu and Two Punjabi leading daily newspapers on 31<sup>st</sup> July, 2022 positively in two insertions in alternate newspapers.**

S.No.	Name of Newspaper	Date	Size
1.	Times of India- English	31.07.2022	11x14cms
2.	Punjab Kesri - Hindi	31.07.2022	11x14cms
3.	Pratap - Urdu	31.07.2022	11x14cms
4.	Jan Jagran - Punjabi	31.07.2022	11x14cms
5.	Indian Express - English	31.07.2022	11x14cms
6.	Hindustan - Hindi	31.07.2022	11x14cms
7.	Roznama Rashtriya Sahara - Urdu	31.07.2022	11x14cms
8.	Jan Ekta - Punjabi	31.07.2022	11x14cms

- 2) The above rates may also be checked at your end. As per your Office Circular letter No.16/52/DIP/Advt/2015-16/1455 dated 6.8.2015, soft copy of the Press Notice / Advertisement to be published in newspaper is being sent on email ID: **dipadvtnctd@gmail.com** and in pen-drive/CD. The name of the contact person from this office is Sh. HARPAL SINGH, SECTION OFFICER (Handloom) (Mobile No.9650687589) (Email ID: tarunsharmahandloom@gmail.com).
- 3) The translation of the Press Advertisement in Urdu & Punjabi may please be got done at your end.

Encls: **As above.**

Yours faithfully

**SECTION OFFICER (HANDLOOM/HANDICRAFT)**  
**GOVT. OF N.C.T. DELHI**

No.HL-5(1)/2022-23/CI/ 964-66

Dated: 26-7-2022

Copy for information and necessary action to:-


1. D.C.(Handloom), Ministry of Textiles, GoI, Udyog Bhawan, New Delhi-110 011.  
2. System Analyst, EDP Cell, Office of C.I. for information with the request to uplink the enclosed Press Advertisement, Circular Letter and the Form of Application on the website of Industries Department.

**SECTION OFFICER (HANDLOOM/HANDICRAFT)**  
**GOVT. OF N.C.T. DELHI**

**GOVT. OF NATIONAL CAPITAL TERRITORY OF DELHI**  
**OFFICE OF THE COMMISSIONER OF INDUSTRIES**  
UDYOG SADAN, PLOT NO.419, PATPARGANJ INDUSTRIAL AREA, DELHI-110 092  
**(Handloom & Textiles Section)**

**PRESS ADVERTISEMENT**

Applications in the prescribed Application Forms are invited from existing and functioning primary handloom weavers cooperative societies and apex handloom cooperative federations of **Delhi** duly registered with RCS Department, Govt. of NCT of Delhi, and having audit completed for the years 2019-20, 2020-21, 2021-22 authenticated by RCS Department for availing financial assistance as Marketing Incentive (MI) Component under the National Handloom Development Programme (NHDP) for the year 2022-23. For the purpose of Marketing Incentive Claim, Handloom Mark has been made compulsory i.e., the society selling its products should necessarily use 'Handloom Mark'. The MI would be given on the sale of handloom products using Handloom Mark only. The societies should have purchased the yarn from NHDC. For buying yarn from open market, the societies will need N.O.C. from NHDC. **A handloom cooperative agency has to fulfill the eligibility criteria pertaining to household industries as per MPD-2021 to become eligible under the scheme.** The prescribed Application Form and Criteria are available at website **www.industries.delhigovt.nic.in**. Applications fulfilling above CRITERIA WILL ONLY BE ENTERTAINED and other applications will become ineligible. **The last date of submission of application forms, complete in all respects, at the above office address is 31<sup>ST</sup> August, 2022 up to 6.00 p.m.**

  
25/8/22  
**Dy. Commissioner of Industries**  
**(HANDLOOM/HANDICRAFT)**  
**GOVT. OF N.C.T. DELHI**



# राष्ट्रीय राजधानी क्षेत्र, दिल्ली सरकार

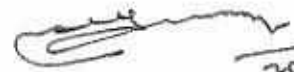
कार्यालय उद्योग आयुक्त

उद्योग सदन, प्लॉट सं.419, पटपड़गंज, दिल्ली-110092

हथकरघा एवं वस्त्र अनुभाग

## **प्रेस विज्ञापन**

राष्ट्रीय हथकरघा विकास कार्यक्रम (NHDP) के अधीन वर्ष 2022-23 के लिए विपणन प्रोत्साहन संघटक के रूप में वित्तीय सहायता का लाभ उठाने हेतु दिल्ली में स्थित ऐसी वर्तमान तथा कार्यरत प्राथमिक हथकरघा बुनकर सहकारी समितियों तथा शीर्षस्थ हथकरघा सहकारी परिसंघों से जोकि पंजीयक सहकारी समिति विभाग (Registrar, Cooperative Society Department) के साथ पंजीकृत हैं तथा जिनकी लेखा परीक्षा वर्ष 2019-20, 2020-21 व 2021-22 के लिए सम्पन्न हो चुकी है तथा पंजीयक सहकारी समिति विभाग द्वारा अधिप्रमाणित की जा चुकी हैं, निर्धारित आवेदन प्रपत्रों पर आवेदन आमंत्रित किये जाते हैं। विपणन प्रोत्साहन प्राप्त करने के प्रयोजनार्थ हथकरघा चिह्न (Handloom Mark) का होना अनिवार्य रखा गया है अर्थात् उत्पादों की बिक्री करने वाली समिति को 'हैंडलूम मार्क' का प्रयोग अनिवार्यतः करना होगा। विपणन प्रोत्साहन केवल 'हैंडलूम मार्क' युक्त हथकरघा उत्पादों की बिक्री पर दिया जायेगा। समितियों द्वारा राष्ट्रीय हथकरघा विकास निगम (NHDC) से धागा खरीदा गया होना चाहिए। खुले बाजार से धागा खरीदने के लिए समितियों को राष्ट्रीय हथकरघा विकास निगम से अनापत्ति प्रमाण पत्र लेना होगा। स्कीम में पात्रता के लिए हथकरघा सहकारी समिति को मास्टर प्लान दिल्ली-2021 (MPD-2021) के अनुसार घरेलू उद्योग से संबंधित निर्धारित योग्य मानदंड को पूरा करना होगा। निर्धारित आवेदन प्रपत्र तथा मानदंड वेबसाइट पर [www.industries.delhigovt.nic.in](http://www.industries.delhigovt.nic.in) उपलब्ध है। केवल उन्हीं आवेदन पत्रों पर विचार किया जायेगा जो उपरोक्त मानदंडों को पूरा करते हैं तथा अन्य आवेदन पत्र अयोग्य माने जायेंगे। कार्यालय के उपरोक्त पते पर सब प्रकार से पूर्ण आवेदन पत्र प्रस्तुत किये जाने की अंतिम तिथि 31 अगस्त, 2022, सायं 6-00 बजे तक है।



उपायुक्त उद्योग

(हथकरघा / हस्तशिल्प)

राष्ट्रीय राजधानी क्षेत्र, दिल्ली सरकार

**MARKETING INCENTIVE**

**PRO FORMA TO BE SUBMITTED BY HANDLOOM CORPORATIONS / APEX SOCIETIES / FEDERATIONS / NATIONAL LEVEL ORGANISATIONS / PRIMARY HANDLOOM WEAVERS COOPERATIVE SOCIETIES ETC. FOR CLAIMING MARKETING INCENTIVE UNDER NATIONAL HANDLOOM DEVELOPMENT PROGRAMME (NHDP)**

1.	Name of the State	Govt. of National Capital Territory of Delhi
2.	Claim for the year	2022-23
3.	Name and address of the agency / society	Handloom Coop. Indl. (P) Soc. Ltd.
	Contact Address with Mobile No.	
	Handloom Factory / Unit / Work Place Address with Tel.No. / Email ID	

4. No. of Weavers agency covered by Agency / Society

S.No.	Name of Category	Men	Women	Total
(a)	General			
(b)	SC			
(c)	ST			
(d)	OBC			
(e)	Minority			
(f)	Others			
	Total			

Particulars	2019-20	2020-21	2021-22
5. Quantity of Yarn purchased from NHDC in Kgs.			
6. Quantity of Yarn (in kgs) purchased from other agencies due to non-availability of yarn from NHDC (Certificate of non-availability of yarn from NHDC should be enclosed).			
	Certificate of Non-availability of yarn from NHDC enclosed (Yes/No)		
	Yes/No	Yes/No	Yes/No
	Handloom Mark Label No.		
	2019-20	2020-21	2021-22
7. The State Government and Nodal Agency nominated by State Govt. should certify that the agencies who have claimed Marketing Incentive (MI) are the registered user of handloom mark and use handloom mark labels in their products.			

8. Sales turnover for the preceding three years (excluding sales to Apex / Federations / Corporations, Government Departments / Agencies, Sales to Handloom Agencies / Sales under Barter System and Sales computed for the purpose of claiming assistance under the Rebate Scheme).

	Year	Fabrics Rs.	Made-ups Rs.	Garments Rs.	Total Rs.
i)	2019-20				
ii)	2020-21				
iii)	2021-22				
Total					

9.	Average Sales Turnover of last three years	Rs.
10.	Marketing Incentive eligible @ 10%	Rs.
11.	State Share @ 5%	Rs.
12.	Central Government Share @ 5%	Rs.

Certified that the above figures are correct and the sales by the Agency to Apex / Federation / Corporations Government Departments / Agencies / Handloom agencies. sales computed for claiming assistance under the rebate scheme, and sales made under barter system has not been computed for the purpose of calculating Marketing Incentive.

Name & Signature of the President / Secretary  
of the Handloom Agency / Society  
With seal

Name & Signature of the CA with  
Regn. No. \_\_\_\_\_ Statutory Auditor  
with Seal

## ANNEXURE B-2

### CERTIFICATE TO BE FURNISHED

1. Certified that the agency is functioning.
2. Certified that points at Sl.No.1 to 8 under Annexure B-1 taken into account by the implementing agency for calculating the eligibility for marketing incentive are correct and have been duly verified.
3. The proposal has been cleared in the State Level Project Committee (SLPC) in its meeting held on \_\_-\_\_-20\_\_. Minutes of which are enclosed.
4. State Share has already been released vide State Govt. Sanction Order No. \_\_\_\_\_ dated \_\_-\_\_-20\_\_. A copy of the State Share Release Order is enclosed.
5. Certified that no UC is pending for rendition in respect of the above grantee organization towards any grant(s) received by it under any scheme of the Office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
6. It is certified that the Implementing Agency is in existence and functioning.
7. Certified that there is no reason to believe that the agency is involved in any corrupt practices.
8. Certified that the above particulars are correct and verified from Books of Account of the grantee agency.

(Signature)  
Nodal Agency nominated by  
State Government of Delhi  
With SEAL

Director In-Charge  
Government of NCT of Delhi



**MARKETING INCENTIVE 2022-23  
(GOVT. OF NCT OF DELHI)**

**CONSOLIDATED STATEMENT TO BE FURNISHED BY THE DIRECTOR OF HANDLOOMS WHILE  
FORWARDING THE CLAIMS OF HANDLOOM AGENCIES UNDER THE MARKETING INCENTIVE  
COMPONENT OF NATIONAL HANDLOOM DEVELOPMENT PROGRAMME (NHDP)**

Sl. No.	Name of the Agency	Claim for the year	Total MI Eligibility	MI approved by SLPC	State Share GNCT Delhi	Central Share	Amount released by State Govt. GNCT Delhi	Amount to be released by the Central Govt.
1	2	3	4	5	6	7	8	9
1.								
2.								
3.								
4.								
..								
Total								

**TOTAL NUMBER OF WEAVERS COVERED BY THE HANDLOOM AGENCIES AS MENTIONED ABOVE,  
CATEGORY-WISE ARE AS UNDER**

GENERAL		SC		ST		OBC		MINORITY		TOTAL	
Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women

**Certificates to be furnished by the Director of Handlooms & Textiles**

1. Certified that all the above agencies are in existence and functioning.
2. Certified that the above consolidated statement in respect of the State of GNCT Delhi has been prepared on the basis of individual claims preferred by the agency.
3. Certified that there is no duplication of claims submitted under the proposal and that the assistance claimed by the above handloom agencies has not been preferred earlier.
4. Certified that all the conditions of the scheme have been met.
5. Certified that the entire assistance released as Marketing Incentive so far by the G.O.I. & State Government has actually been passed on fully to the concerned grantee organizations.
6. Certified that no complaint(s) have been received or pending about distribution of Marketing Incentive assistance released by the Government of India and State Government in the past.

7. Certified that the claims preferred now by the handloom agencies is full and final in respect of the State Government of GNCT Delhi for the year **2022-23** and no further claim(s) will be preferred by the State Government of GNCT Delhi for the same period in future.
8. Certified that the agencies who have claimed Marketing Incentive (MI) is the registered user of handloom mark and used handloom mark labels in their product.
9. Certified that the quantity of yarn purchased by the agency from NHDC.
10. Certified that the quantity of yarn purchased by the agency from other agencies due to non-availability of yarn from NHDC (Certificate of non-availability of yarn from NHDC should be enclosed).
11. Certified that no Utilization Certificate (UC) is pending for rendition in respect of the above grantee organizations/agencies towards any grant(s) received by them under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
12. Certified that the claims of the above handloom organizations / agencies have been cleared by the State Level Project Committee in its meeting held on \_\_\_\_\_, Minutes of which is enclosed.
13. Certificate that the State Government has already been released matching State Share vide State Govt's Sanction Order No. \_\_\_\_\_ dated \_\_\_\_-\_\_\_\_-20\_\_\_\_. A copy of the State Share released order is enclosed.
14. Certified that the Records and Registers of \_\_\_\_\_ grantee organizations / societies for the year \_\_\_\_\_ have been duly checked and verified by the Field Officers of the Government of Delhi and all the Record and Registers are found intact and claiming societies are working.
15. Certified that an amount of central assistance of Rs. \_\_\_\_\_ claimed for the year 2021-22 under Marketing Incentive Component of National Handloom Development Programme as per the norms of the CHDS Scheme and no excess amount is claimed by the Government of NCT of Delhi.
16. Certified that the above statement has been forwarded in a CD.

(Signature)  
Nodal Agency nominated by  
State Government of Delhi  
With SEAL

(Signature)  
Director In-Charge of Handlooms  
Government of NCT of Delhi  
With SEAL

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**DETAILS SUBMITTED BY HANDLOOM COOPERATIVE AGENCY FOR CLAIMING  
MARKETING INCENTIVE UNDER NHDP DURING 2022-23**

<b>1.</b>	<b>_____ Handloom Cooperative Industrial Production Society Ltd. having Factory address _____</b> _____ _____			
<b>2.</b>	<b>Contact Person:</b>			
<b>3.</b>	<b>Mobile Nos:</b>			
<b>4.</b>	<b>Handlooms installed : _____ Working _____</b>			
<b>5.</b>	<b>Handloom Items being manufactured by handloom agency:</b>			
<b>6.</b>	<b>Members working in Weaving Process:</b>  <b>Non-Members working in Weaving Process:</b>			
<b>7.</b>	<b>Members working in Preparatory Process:</b>  <b>Non-Members working in Preparatory Process:</b>			
<b>8.</b>	<b>Is any powerloom cloth manufactured or sold by handloom agency: YES / NO</b>			
<b>9.</b>	<b>Yarn purchased during last three years</b>			
		<b>2019-20</b>	<b>2020-2021</b>	<b>2021-22</b>
	<b>In Kgs.</b>			<b>TOTAL</b>
	<b>Value in Rs.</b>			
<b>10.</b>	<b>Sales turnover during last three years</b>			
		<b>2019-20</b>	<b>2020-2021</b>	<b>2021-22</b>
	<b>Value in Rs.</b>			<b>TOTAL</b>
<b>11.</b>	<b>Account books maintained by the handloom agency : YES / NO</b>			
<b>12.</b>	<b>Yarn purchased during last three years from NHDC Ltd:</b>			
		<b>2019-20</b>	<b>2020-2021</b>	<b>2021-22</b>
	<b>In Kgs.</b>			<b>TOTAL</b>
	<b>Value in Rs.</b>			
<b>13.</b>	<b>If Yarn purchased during last three years from sources other than NHDC Ltd:</b>			
		<b>2019-20</b>	<b>2020-2021</b>	<b>2021-22</b>
	<b>In Kgs.</b>			<b>TOTAL</b>
	<b>Value in Rs.</b>			



14.	Sales made with Handloom Mark Label and its Certificate during last three years			
	2019-20	2020-2021	2021-22	TOTAL
	Value in Rs.			
15.	Handloom Mark Label purchase date: Total Labels purchased:                      @                      Total: Balance Labels available as on 31.03.2022: (PI attach copy of Label purchase receipt)			
16.	Handloom Mark Label Certificate No.                      Dated:  Issued by Textile Committee, Govt. of India (PI attach copy of Handloom Mark Label Certificate)			
17.	Any other information:			

I am submitting the above details as per the available records which have been duly audited by C.A. and authenticated by RCS Department. The said records are available with Handloom Cooperative Agency and have been checked and kept in safe custody of the agency. The photocopies (duly self attested by President/Secretary of Handloom Cooperative Agency) of yarn purchase, sales made, handloom mark label and its certificates are being enclosed for kind reference.

Signature:

Name: \_\_\_\_\_  
 President / Secretary of  
 \_\_\_\_\_ Handloom Cooperative Society  
 With Seal

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**GOVT. OF NATIONAL CAPITAL TERRITORY OF DELHI**  
**OFFICE OF THE COMMISSIONER OF INDUSTRIES**  
UDYOG SADAN, PLOT NO.419, PATPARGANJ INDUSTRIAL AREA, DELHI-110 092  
**(Handloom & Textiles Section)**

**REAL TIME GROSS SETTLEMENT (RTGS)**  
**MODEL MANDATE FORM**  
**HANDLOOM COOPERATIVE AGENCY'S OPTION TO RECEIVE PAYMENTS THROUGH**  
**CREDIT CLEARING MECHANISM**

Scheme Name  
**MARKETING INCENTIVE COMPONENT OF NATIONAL HANDLOOM DEVELOPMENT**  
**PROGRAMME (NHDP)**  
**Periodicity of Payment: ANNUAL**

1.	<b>Name of the Handloom Cooperative Society/Federation</b>		:	
2.	<b>Particulars of Bank Account</b>		:	
	A.	Bank Name	:	
	B.	Branch Name	:	
	C.	Address	:	
	D.	Telephone No.	:	
	E.	IFS Code	:	
	F.	09- DIGIT Code Number of the Bank and Branch appearing on the MICR Cheque issue by the Bank	:	
	G.	Account Type (S.B./Current Account or Cash Credit)	:	
	H.	Ledger No./ Ledger Folio No.	:	
	I.	Account Number (As per appearing on the cheque book) (in lieu of the Bank Certificate to be obtained as under please attach a bank cancelled cheque, or photocopy of a cheque or front page of your Saving Bank Pass Book issued by your bank for Verification of the above particulars)	:	
3.	<b>Date of Effect</b>		:	

I, hereby declare that the particulars given above are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I would not hold the user institution responsible. I have read the option invitation letter and agree to discharge the responsibility expected of me as a participant under the Scheme.

Date: \_\_\_\_\_

( \_\_\_\_\_ )  
**SIGNATURE OF PRESIDENT/SECRETARY**  
**HANDLOOM COOPERATIVE SOCIETY/FEDERATION**

Certified that the particulars furnished above are correct as per our record.

**Bank's Stamp**

Date: \_\_\_\_\_

( \_\_\_\_\_ )  
**SIGNATURE OF THE AUTHOURISED OFFICER FROM THE BANK**

## CHECK LIST

(For submission of Marketing Incentive Claim Component of NHDP)

I, Sh./Smt. \_\_\_\_\_ S/o.W/o Sh. \_\_\_\_\_  
 R/o \_\_\_\_\_  
 President / Secretary of The M/s \_\_\_\_\_ Handloom Cooperative  
 Industrial Production Society Ltd. working at \_\_\_\_\_

am submitting following documents for Marketing Incentive Claim Component of NHDP for the year 2022-23.

S.No.	Description of Documents	Whether submitted Yes / No	Page No.	Remarks, if any
1.	Covering letter on society's letter head requesting Industries Department, GNCT Delhi that society wants to avail the benefit of Marketing Incentive as per the criteria			
2.	Pro forma B-1 – Application Form for Marketing Incentive			
3.	Model Mandate Form of Handloom Cooperative Society giving Bank Details – D-1B			
4.	Resolution of the Handloom Cooperative Agency			
5.	Registration Certificate of the Handloom Cooperative Agency registered with Registrar, Cooperative Societies of Delhi			
6.	Proof of last election and last AGM as per RCS Act and Rules			
7.	Audited Statement authenticated by RCS Department for the year 2019-20, 2020-21 and 2021-22			
8.	ID Proof of Weavers I-Cards			



10.	Proof of Handloom Mark Label No. and Certificate issued by Textile Committee			
11.	Proof of Purchase of Yarn from NHDC			
12.	Proof of buying yarn from open market and NOC from NHDC thereon			
13.	Proof of Repayment of Govt. Dues, if any under Loan cum Grant Scheme up to 30.06.2022.			
14.	Proof of Payment of Govt. Dues of Rent if any deposited for Shed allotted to handloom agencies at Bharat Nagar and Nand Nagri, Delhi up to 31.08.2022			
15.	Proof of Household Category Licence/ Certificate			
16.	Self-attested certificate by President/ Secretary of the Society that "Society and handlooms are in working condition / functioning and are in existence"			

**Note:** All above documents have been attested by President / Secretary of the Handloom Cooperative Agency who have been duly authorized by Management Committee of the said Handloom Agency and for signing and self-attesting.

Certified that particulars furnished above are correct as per our report. If any of the documents are incomplete, we understand that our application will be rejected without assigning any reason.

Date: \_\_\_\_\_

Signature of the President / Secretary  
of the Agency / Society  
With seal